

WEEKLY M E M O

To: Honorable Mayor and City Council
From: Noah A. Simon, City Manager

Re: Weekly City Manager's Report October 30, 2015

Good afternoon. I hope you all are well. Your Council packet this week includes a report from the Tourism Department and the agendas for November 5th Architectural Review Board, Finance Committee, and the City Council Regular Meeting. The two-week calendar is included, also.

Election Day - Tuesday is Election Day. Please remember to vote. The polling location for City residents is the Piovano Building, located at 350 Spotswood Drive. Voters, please remember to bring a valid Virginia driver's license or state issued photo ID card, valid picture ID from a Virginia high school, college, university, valid US passport, company name badge with picture or US government employee ID or military identification card. Polling locations are open from 6 a.m. to 7 p.m. This is the first election for our new registrar, Jan Yowell, and she has done a tremendous job preparing for Election Day.

Finance Committee Meeting and Council Meeting — On Thursday, November 5th, there will be a Finance Committee Meeting at 7 p.m. in the Extension Office of the second floor of the County Administration Building. At 8 p.m., the City Council will convene its regularly scheduled meeting.

Augusta Health Social Event - November 4th: This is just a quick reminder about the upcoming Augusta Health Government/Hospital Social on Wednesday, November 4th at 5:00 p.m. being held in the Augusta Community Care Building located on the Augusta Health hospital campus at 64 Sports Medicine Drive, Fishersville, VA 22939. Heavy hors d'oeuvres will be provided.

Chamber of Commerce Annual Meeting and People's Choice Awards - On Wednesday, November 4th from 6:00 -8:00 p.m., the Chamber of Commerce will hold their annual event at the Virginia Horse Center, 487 Maury River Road. The program will include updates on strategic planning and the 2015 awards.

Community Treasure - Tammy Dunn and the Lexington Office on Youth were named, "Community Treasures" See attached article by Washington and Lee with insert from Project Horizon.

City TE Project - Over the past few weeks, City staff has made a careful examination of the project that connects the Chessie Trail to the Woods Creek Trail. This is being done because the current scope and requirements for the Transportation Enhancement grant come with provisions that create cumbersome paperwork and processes. City staff continues to discuss the project with our partners, Rockbridge County, VMI, and Buena Vista to look at ways to expedite completion of this critical trail connection within budget. One of the changes that has been proposed is to eliminate the bridge (the required dimensions of the bridge are cost prohibitive and do not fit the character of Jordan's Point) over the Woods Creek Trail and have the "trail head" in the existing parking lot, just above the Miller's House. That change would

save substantial dollars, and does not affect the grant. The City is moving forward with the Transportation Enhancement dollars. Our working group is meeting in the coming weeks to continue the discussion on how to best move forward from a cost and time perspective, because the connection and trail system is such an important asset to our communities for recreation, tourism and economic development.

Thank You — During my recent absence, I wanted to publicly thank Gary Swink for not only filling in for me, but for marshalling a lion's share of work and issues. I'd also like to thank the directors and all of the staff for the great work during this period and for the work they do each and every day.

State of Downtown — Main Street Lexington invites all interested citizens to attend the next Open Community Forum next Thursday, November 5th, at 8:00 a.m. in the banquet room below the Sheridan Livery Inn. The topic of the Forum will be "The State of Downtown." On the agenda are brief presentations about the activities of the four standing committees of Main Street Lexington—Promotions, Organization, Economic Restructuring, and Design, along with guest speakers from the city and the community at large. All will address the topic of "Where We Are and Where We're Going." Following the presentations, attendees will be invited to share their thoughts about enhancing and sustaining the vitality of Downtown Lexington.

STAFF

Jean Clark

Director of Tourism

Patty Williams

Director of Marketing

Marie Plank

Visitor Services Manager

TOURISM BOARD

Corey Berkstresser

Berky's Restaurant / Lee Hi Travel Plaza

Brian Brown

City of Buena Vista

Shana Pardue Layman

Lexington Carriage Company

A.W. "Buster" Lewis

Rockbridge County Board of Supervisors

George Moore

Hampton Inn Col Alto

Pat Ohleger

Celebrate Buena Vista

Chuck Smith

Lexington City Council

TOURISM MARKETING REPORT September 2015

Paid Advertising & Outreach

Recent Print and Digital Ads:

Google AdWords

TripAdvisor Page Sponsorship and Display Ads

WNRN Radio – Radio spots featuring the Buena Vista Labor Day Festival, 15th Annual Nothin' Fancy Bluegrass Festival, the Arts of Lexington Block Party, Boxerwood Fall Family Festival and Sundays on the Deck at Rockbridge Vineyard.

Development & Community Outreach

Nothin' Fancy Bluegrass Festival

Tourism provided 300 information packets to Glen Maury Park for festival campers.

Jon Jarvis Homecoming and Appalachian Trail Community Celebration

Tourism coordinated with Celebrate Buena Vista and the Appalachian Trail Conservancy to promote the fundraising dinner and Glasgow community event. Tourism's in-kind services included design, printing and mailing of invitations and RSVP cards and public relations efforts.

Virginia Tourism Corporation Customer Training

Tourism's Guest Services Manger Marie Plank attended a customer service training workshop focusing on skills and techniques our travel counselors can implement to enhance the visitor's experience.

Public Relations Highlights - Print/Online

Travel Writer Reed Hellman with Eastern Home & Travel Magazine

Travel writer Reed Hellman was on assignment with *Easter Home & Travel Magazine* to write about a "Route 39 Road Trip" with Lexington as the gateway destination. Reed toured The Georges, ate lunch at The Bistro, enjoyed a carriage tour, and visited Lee Chapel. Route 39 attractions included the Virginia Horse Center and Goshen Pass. After overnighting at Hummingbird Inn, Reed proceeded west on Route 39 – the Scenic Appalachian Waters Byway.

Mid-Atlantic Public Relations Alliance Marketplace

Tourism's Director of Marketing Patty Williams attended the 2015 Mid-Atlantic Public Relations Alliance (MATPRA) Marketplace, September 23-25 in Erie, Pennsylvania. 36

journalists, freelance writers and bloggers attended the Marketplace. Destination Marketing Organizations (DMOs) met with journalists to pitch story ideas and encourage media visits. Seven Shenandoah Valley DMOs partnered to sponsor a breakfast and distributed Shenandoah Valley itineraries focusing on culinary, spirits, arts, family fun, history and outdoor recreation.

Online Marketing & Presence Websites

Metric	LexingtonVirginia.com	VisitStonewall.com	Scenic39.com
Total Sessions (2014 vs. 2015) (September)	20,868 vs. 15,086 (-27.71%)	400 vs. 63 (-84.25%)	1,008 vs. 722 (-28.37%)
Top Source Cities	Lexington, Washington DC, Blacksburg, Charlottesville, Roanoke, Richmond, Buena Vista, Nashville, Staunton, Virginia Beach	Lexington, Sao Paulo, Edinburgh, Como, Rome	Washington DC, Blacksburg, Charleston, Hot Springs, New York, Charlottesville, Lexington, Narragansett (RI), Huntington
Top Source Countries	U.S., Canada, United Kingdom, Germany, India, Brazil, Sweden, Netherlands, Saudi Arabia	U.S., Brazil, Italy, China, United Kingdom, Netherlands, Poland, Portugal, Russia	U.S., United Kingdom, Germany, Netherlands, Saudi Arabia Canada, Russia, Taiwan, United Arab Emirates
		* VisitStonewall.com domain and hosting will expire on 11/5/2015.	

Social Media pages

Site	Total Likes/Followers	Change since last month
Facebook.com/lexingtonva	10,252	+81
Facebook.com/VisitStonewall	1,095	+17
Twitter.com/lexingtonva (@LexingtonVa)	2,674	+50
Instagram.com/visitlexingtonva	443	+107

Earned Media Mentions

ROCKBRIDGE LABOR DAY PROMOTIONS

A press release for the 45th Annual Labor Day Festival was distributed to local and regional markets and a TV interview was secured for Brain Brown, festival organizer and Buena Vista's Director of Economic Development.

- WSLS in Roanoke included details about the Labor Day festival on their site, reaching 198,895 unique monthly visitors.
- *The News Leader* published the article "Buena Vista packs in the fun on Labor Day," reaching the site's 203,710 unique monthly visitors.
- WSLS 10 Virginia Today aired an interview with Brian Brown about this year's festivities. The segment's local market viewership is 10,510 and has an estimated \$2,250.85 local publicity value.
- Examiner.com included the Labor Day festival in a "Celebrate Labor Day 2015 in Virginia" story, reaching 11,260,087 unique monthly visitors.
- The Recorder included the Rockbridge Baths Labor Day Festival in the online Top News section.

General Me	dia Clips		Reach	Ad Value
9/2/15	The News Leader (AP)	Get your bike out and enjoy views of the Valley	37,622	\$348.00
		[Tour de Valley Century Race to Goshen]		
9/8/15	Virginia VA -	Traveller Day to be Held at Lee Chapel and Museum on	564,174	\$5,219.00
	AmericanTowns.com	<u>Sept. 19</u>		
9/13/15	Washington Post	At this artist retreat in Lexington, Va., you paint your	473,462	\$4,380
	Magazine	own vacation [Shenandoah Art Destination]		
9/18/15	Roanoke Times	Robert E. Lee's Mission of Peace in Lexington	163,000	\$1,508
		[By David Cox]		
Summer	AT Journeys	Seize the Day Forget the Long Haul and Savor Something Short and Sweet		
		[Glasgow AT Community]		

^{*}There is not an agreed upon industry standard equation to calculate Ad Value.

Commonly used equation: Number of mentions x Unique visitors x Estimated viewership (0.025) x Industry average of advertising cost (.371)

WASHINGTON AND LEE'S SHEPHERD PROGRAM dubs Tammy Dunn as "Community Treasure." The following article went out to all WLU staff, students, and faculty.

TAMMY DUNN

Community Treasure



Many W&L students who volunteer in the community know Miss Tammy well. As director of the Lexington Office on Youth (LOY), Tammy Dunn has supervised many student volunteers who have taken Poverty 102 or volunteered at LOY through the Campus Kitchen.

This year, more W&L students are benefitting from her leadership as she is one of the first Nabors Service League Community Fellows. Nabors Service League (NSL) Community Fellows are elected for a one-year appointment to serve as co-facilitators alongside student leaders throughout the academic year.

"The Nabors Service League is expanding opportunities for learning and reflection within its Impact Areas and is looking to community partners to share their expertise," said Jenny Davidson, who advises NSL and was eager to better utilize community partners like Dunn in sharing their expertise with W&L students.

Dunn runs an after school program for elementary and middle schoolers and an eight-week summer program. With the help of W&L volunteers, many of the students complete their homework, which they may not get done at home. That support is the priority of the after school program, but the children enjoy recreational time, too. Currently, they are making no-sew blankets for a blanket and coat drive for Project Horizon coordinated by local dentist Robert Hull, an alumnus of W&L.

"These type of projects teach the students to give back to the community," said Dunn, who believes in helping those who help themselves.

This year she, along with the W&L students involved in the Education and Youth Enrichment Impact Area, will meet four times to share information about issues facing our local community, policy-level issues and how to get involved with meaningful service.

"I have been involved with W&L for many years," said Dunn. "I have great volunteers, a great relationship with the Campus Kitchen and a wonderful work study student. W&L gives me so much, and I like to give back."

Serving as a Community Fellow does just that. So far Dunn

and students involved in the Education and Youth Enrichment Impact Area have conducted a reflection and reunion event which brought together students on campus who have done work in these areas.

They shared ideas at this event, and they will gather again on November 8. "There are so many meaningful ways to educate and empower youth," said Tammy. "I'm looking forward to the awareness event because this will focus on an issue that directly affects Rockbridge County and hopefully something positive will come out of it.

There are three Community Fellows in addition to Dunn. Joan Manley with Valley Associates for Independent Living, Inc., serves Health, Aging and Disability; Jen Handy of Main Street Lexington, Community Development; and Stephanie RiCharde, the AmeriCorps* VISTA rural outreach coordinator, supports Food and Shelter. There also is an Impact Area group that focus on gender issues and another on prison reform that supports the Strong Returns movement.



Article provided by Wendy Lovell, Assistant Director for Community-Based Learning and Communications, Shepherd Program for the Interdisciplinary Study of **Poverty and Human Capability**



Project Horizon's Dr. Hull said, "Tammy Dunn and kids made these amazing blankets for our coat and blanket drive. Thank you for all you do for our community!!!! Your donations will warm the hearts of those who need it the most.

LEXINGTON ARCHITECTURAL REVIEW BOARD THURSDAY, November 5, 2015 4:00P.M.

First Floor Meeting Room (Community Meeting Room), Lexington City Hall 300 E. Washington Street, Lexington, Virginia

AGENDA

- 1. CALL TO ORDER
- 2. CITIZENS' COMMENTS ON MATTERS NOT ON THE AGENDA
- 3. NEW BUSINESS:
 - A. COA2015-27

An application to approve a Certificate of Appropriateness (COA) to allow the installation of one 3.69 square foot wall sign at 126 South Main Street.

4. APPROVAL OF MINUTES

Regular Meeting Minutes from the meeting of October 15, 2015.

5. ADJOURN

City Council Finance Committee

Thursday, November 5, 2015, 7:00 p.m. – 7:30 p.m.

Rockbridge County Extension Office

150 South Main Street, 2nd Floor, Lexington, Virginia

- 1. Call to Order Frank Friedman
- 2. FY16-First Quarter Financials*– G. Swink
- 3. FY15-Fourth Quarter Appropriations Resolution 2015-02A* G. Swink
- 4. Adjourn Frank Friedman



LEXINGTON CITY COUNCIL AGENDA

Thursday, November 5, 2015 8:00 p.m. Rockbridge County Administration Building 150 S. Main Street

- 1. Call to Order Mayor Elrod
- 2. Approval of Minutes Mayor Elrod
 - A. October 15, 2015 City Council Regular Meeting*
- 3. Citizens' Remarks and Comments
- 4. Consent Agenda Mayor Elrod
 - A. Street Closure and Musket Fire for Lee-Jackson Day, January 16, 2016
- 5. Unfinished Business
- 6. Reports and Communications

A. City Council Committees

- 1. Finance Committee F. Friedman
 - a. Accept the FY16-First Quarter Financials*
 - b. Approve the FY16-First Quarter Appropriations Resolution 2015-02A*
- 2. Physical Services Committee M. Alexander
- 3. Social and Economic Services Committee C. Smith

B. Boards and Commissions

- 1. Planning Commission P. Rhamey
- 2. Central Shenandoah Planning District Commission F. Friedman
- 3. Main Street Lexington D. Sigler
- 4. Regional Tourism Board C. Smith
- 5. Threshold M. Alexander
- 6. Rockbridge Area Recreation Organization D. Sigler

C. Mayor

1. Update on Authorities, Boards, and Commissions

D. City Manager

- 1. December 2015 Holiday
- 2. Update on Water Main Break

E. City Attorney

- 7. New Business
- 8. Adjourn
- 9. Closed Session Personnel Issues and Contract Negotiations*

City of Lexington

November 2015

November 2 MO	NDAY November 9
	4:30 p.m. School Board Meeting 300 Diamond Street
November 3 TUE	SDAY November 10
Election Day Pol1s Open 6am – 7pm Piovano Building, 350 Spotswood Drive	
November 4 WEDN	ESDAY November 11
5:00 p.m. Augusta Health Government/ Health Social, 64 Sports Medicine Drive, Fishersville, VA 6:00 p.m. Chamber of Commerce Annual Meeting and People's Choice Awards Virginia Horse Center, 487 Maury River Rd.	
November 5 THUI	RSDAY November 12
4:00 p.m. Architectural Review Board City Hall Community Room, First Floor 7:00 p.m. Finance Committee Rockbridge Extension Ofc. 150 S. Main St. 8:00 p.m. City Council Regular Meeting Rockbridge Admin Bldg. 150 S. Main St.	5:00 p.m. Planning Commission Rockbridge Admin Bldg. 150 S. Main St.
November 6 FRI	DAY November 13

			NOVEMB			
MERCHAN	MOSPAY	41.4 IP-12.	#41 HOURS	1H1 K/D 1/	182D (1	PYLCHO 17
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					